

Message Text

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PAGE 01 STATE 179508
ORIGIN COME-00

INFO OCT-01 ISO-00 EB-08 EUR-12 /021 R

DRAFTED BY COM:BIC DFSULLIVAN:CMC
APPROVED BY EB/OCA/CD/REDAY
COM:BIC WFBAYEN
COM:BEWT AWEISS

-----029711 011415Z /47

R 011309Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY VIENNA
AMEMBASSY WARSAW
AMEMBASSY BUDAPEST
AMEMBASSY BUCHAREST
AMEMBASSY PRAGUE
AMEMBASSY MOSCOW
AMEMBASSY SOFIA
AMEMBASSY BERLIN

UNCLAS STATE 179508

E.O. 11652:N/A

TAGS: BEXP, XG

SUBJECT: WARSAW FSL REGIONAL SEMINAR OCTOBER 31 -
NOVEMBER 4, 1977

REF: STATE 30658

1. TENTATIVE SEMINAR AGENDA FORWARDED FOR REVIEW
AND SUGGESTIONS. FORWARD RECOMMENDATIONS BY AUGUST 8TH
TO USDOC/CRD ATTENTION DFSULLIVAN.

2. DEPARTMENT OF COMMERCE EXPORT ORGANIZATION - DEPART-
MENTAL ORGANIZATION FOR OVERSEAS AND DOMESTIC EXPORT
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PROMOTION WITH FUNCTIONS AND RESPONSIBILITIES OF THE
SEVERAL UNITS INVOLVED WITH SPECIAL EMPHASIS ON THE
BUREAU OF EAST-WEST TRADE. COMMERCE/STATE RELATIONSHIPS IN
E/C MATTERS AS THE BASIS, EXTENT AND FUNCTIONING OF THIS
RELATIONSHIP.

3. OFFICE OF EAST-WEST TRADE DEVELOPMENT - A DETAILED

PRESENTATION OF OBJECTIVES, ORGANIZATION, PROGRAMS, ACTIVITIES, RESOURCES AND RESULTS OF THE DOMESTIC AND OVERSEAS PROMOTION OF THE BUREAU OF EAST-WEST TRADE.

4. CAP - BASIS FOR PROGRAM PLANNING - THE DEVELOPMENT OF COUNTRY MANAGEMENT PROGRAMS AND COMMERCIAL ACTION PROGRAM (CAP). ANNUAL PLAN EMPHASIZED AS SOURCE OF INFORMATION FOR PLANNED TRADE EVENTS AND EXTENT TO WHICH COMMERCE PROGRAM PLANNING IS DEPENDENT UPON POST INPUT.

5. MARKETING SERVICES FOR U.S. INDUSTRY - A TWO-PART PRESENTATION DIVIDED INTO: (I) ASSISTANCE REQUIRED BY RESIDENT U.S. BUSINESS REPRESENTATIVES (II) ASSISTANCE REQUIRED BY VISITING U.S. BUSINESS REPRESENTATIVES. AS PART OF THIS AGENDA ITEM, TWO AMERICAN BUSINESS REPRESENTATIVES WILL PARTICIPATE. ONE WILL EXPLAIN HOW BUSINESS IS CONDUCTED IN THE U.S. AND HOW BUSINESSMEN BRING THESE PRACTICES AND CONCEPTS WITH THEM TO EASTERN EUROPE. THIS INFORMATION IS IMPORTANT TO THE FSL IN HELPING VISITORS TO AVOID MISUNDERSTANDINGS AND FRUSTRATIONS. THE SECOND PART WILL COVER THE TYPES OF INFORMATION NEEDED CONCERNING MARKETS FOR GOODS AND SERVICES, INFORMATION ON BUYERS AND END-USERS, TYPES OF COMMERCIAL ARRANGEMENTS, AND ASSISTANCE IN GETTING PROMOTIONAL MATERIALS TO DECISION-MAKING OFFICIALS AND ARRANGING MEETINGS WITH THEM.
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6. FINANCING TRADE WITH A CENTRALLY PLANNED ECONOMY - A PRESENTATION BY THE WARSAW REPRESENTATIVE OF (A U.S. BANK-THE FIRST NATIONAL BANK OF CHICAGO) FOCUSING ON WAYS IN WHICH TRADE WITH CPE'S IS FINANCED. OTHER SUBJECTS WILL INCLUDE METHODS OF FINANCING (BUY-BACK, BARTER, OFFICIALLY BACKED CREDITS, ETC.), THE ROLES OF THE FOREIGN TRADE BANK AND THE FOREIGN TRADE ORGANIZATION IN NEGOTIATING FINANCIAL TERMS AND THE TERMS USUALLY REQUIRED, THE TOTAL AMOUNT OF FOREIGN DEBT, AND WESTERN BANKS ACTIVE IN THE COUNTRY.

7. TARGET OF OPPORTUNITY REPORTING - HOW SPECIAL MARKET OPPORTUNITIES MIGHT JUSTIFY A SPECIAL PROMOTIONAL EVENT. CONSIDERATION OF PLANNED GOVERNMENT EXPENDITURES THAT IMPACT ON PURCHASES OF RESEARCH PRODUCTS; CONSTRUCTION OR PLANT EXPANSION; GOVERNMENT REGULATIONS OR TAXES WHICH WOULD IMPROVE U.S. COMPETITIVENESS; TECHNOLOGY BEING INTRODUCED OR REQUESTED BY END-USERS; END-USERS' ATTITUDES TOWARD U.S. PRODUCTS; SIGNIFICANT CHANGES IN ECONOMIC POLICIES OR CONDITIONS; AND MAJOR PROJECTS PLUS OTHER PROJECTS INCLUDED IN THE FIVE-YEAR PLAN.

8. IMPLEMENTING A COMMERCIAL PROGRAM - A TWO-PART
PRESENTATION: (I) A COMMERCIAL OFFICER WILL DESCRIBE

COMMERCIAL PROGRAMS CARRIED OUT BY THE POST AND THE FSL'S
INVOLVEMENT. (II) EMBASSY VIENNA'S REPRESENTATIVE WILL
THEN REVIEW EAST-WEST TRADE SERVICES PROVIDED BY EMBASSY
VIENNA.

8. ASSISTANCE AND SUPPORT OF U.S. TRADE PROMOTION EVENTS-
THE DISCUSSION WILL CONCERN POSTS AND FSL FUNCTIONS PRIOR,
DURING AND AFTER THE EVENT AND INDICATE HOW THESE
FUNCTIONS MAY VARY AMONG COMMERCIAL EXHIBITIONS, TECHNICAL
SALES SEMINARS AND BUSINESS DEVELOPMENT OFFICES.
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9. MARKET RESEARCH - DISCUSSION WILL CENTER ON ACQUAINT-
ING FSLs WITH THE INFORMATION NEEDS OF THE AMERICAN
BUSINESS COMMUNITY FOR ASSESSING MARKET POTENTIAL IN
THEIR COUNTRIES. THESE INFORMATION NEEDS MAY BE DESCRIBED
AS FOLLOWS: (I) SIZE OF MARKET (II) BEST WAY TO
PENETRATE THAT MARKET IN THE SENSE OF A) PACKAGING AND
LABELING MATERIALS TO ENHANCE THEIR APPEAL TO BUYERS; AND
B) THE CHANNELS OF DISTRIBUTION SYSTEM THAT IS LIKELY TO
BE MOST EFFECTIVE (III) SPECIAL PROBLEMS OF MARKETING IN
NON-MARKET ECONOMIES, SUCH AS A) FOREIGN EXCHANGE CONTROLS
B) DEALING WITH THE STATE TRADING ORGANIZATION C)
IDENTIFYING THE ULTIMATE BUYER, AS END-USERS OF THE
PRODUCT, IN CONTRAST TO THE GOVERNMENT OFFICIAL WHO
AUTHORIZES THE IMPORT OF THE PRODUCT.

10. ORGANIZATION OF ECONOMIC INSTITUTIONS IN THE UNITED
STATES. DISCUSSION WILL CENTER ON: 1) TAX AND EXPENDITURE
PROCESS. IN THIS COMPONENT, THE FEDERAL BUDGET PROCESS
WILL BE DISCUSSED IN THE SENSE OF BUDGET PREPARATION, SUB-
MISSION TO CONGRESS, PASSAGE THROUGH CONGRESS, THE NEW
PROCEDURES IN THE CONGRESSIONAL BUDGET AND IMPOUNDMENT
CONTROL ACT OF 1974, AND THE EXPENDITURE PROCESS FROM
APPROPRIATION TO OBLIGATION TO OUTLAY IN THAT BUDGET.
2) THE STRUCTURE OF THE MONETARY SYSTEM. IN THIS COM-

PONENT, THE ROLE OF THE FEDERAL RESERVE SYSTEM WILL BE
DISCUSSED AND THE PROCESS BY WHICH MONEY IS CREATED (OR
DESTROYED) AND THE RELATIONSHIP OF THE CENTRAL BANK TO

COMMERCIAL BANKS AND OTHER FINANCIAL INSTITUTIONS AND ITS
RELATIONSHIP - INDEPENDENCE FROM - TO THE FISCAL AUTHORI-
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11. THE PURPOSE OF THESE DISCUSSIONS IS TO ACQUAINT THE
LOCAL EMPLOYEES IN COUNTRIES WHOSE ECONOMIC INSTITUTIONS
ARE SUBSTANTIALLY DIFFERENT FROM THOSE IN THE UNITED
STATES WITH SOME OF THE MAJOR INSTITUTIONAL ECONOMIC
ARRANGEMENTS IN THE UNITED STATES. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE179508
Document Source: CORE
Document Unique ID: 00
Drafter: BIC DFSULLIVAN:CMC
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770274-1183
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t197708110/aaaadpnz.tel
Line Count: 181
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0f0f2250-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 30658
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1432837
Secure: OPEN
Status: NATIVE
Subject: WARSAW FSL REGIONAL SEMINAR OCTOBER 31 - NOVEMBER 4, 1977
TAGS: BEXP, XG
To: VIENNA WARSAW MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/0f0f2250-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009